

(Free pdf) The Content Analysis Reader

The Content Analysis Reader

Klaus Krippendorff, Mary Angela Bock
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Klaus Krippendorff, Mary Angela Bock : The Content Analysis Reader before purchasing it in order to gage whether or not it would be worth my time, and all praised The Content Analysis Reader:

2 of 2 people found the following review helpful. Content Analysis SamplerBy John M. FordKlaus Krippendorff is a respected researcher and author of Content Analysis: An Introduction to Its Methodology, the go-to book on content analysis research methods. He and co-author Mary Angela Bock have assembled this collection of articles that illustrate the diversity and value of content analysis research. It is intended as a sourcebook for anyone designing or interpreting the results of content analysis research.The fifty-two articles are organized into seven sections. Articles in the first section discuss the historical and philosophical roots of content analysis. The next five sections discuss

content analysis design issues such as sampling, coding, and validity. The final section addresses the potential of software tools to aid content analysis. Authors include several "names" from the history of communications research. Four of the articles I found interesting: Alexander George's "Propaganda Analysis: A Case Study From WWII" compares British and American approaches to analysis of German V-weapon propaganda. Several factors account for the success of the British analysis and relative failure of the American FCC effort. Sally McMillan's "The Challenge of Applying Content Analysis to the World Wide Web" is a brief meta-analysis of a sample of internet-based studies. She concludes that content analysis of web content is not fundamentally different, but researchers need to maintain known standards of research quality. Gilbert Shapiro's "The Future of Coders: Human Judgments in a World of Sophisticated Software" is a critical discussion of the strengths of human coders and whether software can model or replace it. Linda Viney and Peter Caputi discuss "Constructing Content Analysis Scales in Counseling Research." Their article is a guide to producing valid and reliable measures of constructs targeted in a content analysis study. This set of readings is likely to contain at least a handful of articles relative to any particular content analysis study. If you are a researcher who uses content analysis, this book is worth having. First read the articles most relevant to your current work, then to put on your shelf until new interests emerge.

The Content Analysis Reader presents a collection of studies that exemplify what content analysts do and how they solve problems in applying this methodology to answer a variety of research questions. The assembly of historical and current studies from a variety of disciplines, allows readers to learn the process of conducting content analysis research. Whether used as a companion to Krippendorff's Content Analysis text, as a supplemental text for content analysis courses, or as an introduction to content analysis by examples The Content Analysis Reader will offer readers insight into designing, conducting, and applying their research.

About the Author Klaus Krippendorff (PhD in Communication, University of Illinois, Urbana, 1967) is Professor of Communication and Gregory Bateson Term Professor for Cybernetics, Language, and Culture at the University of Pennsylvania's Annenberg School for Communication. Besides numerous publications in journals of communication, sociological methodology, cybernetics, and system theory, he authored Information Theory, Structural Models for Qualitative Data, a Dictionary of Cybernetics, edited Communication and Control in Society, and coedited The Analysis of Communication Content and Developments and Scientific Theories and Computer Techniques. Besides supporting various initiatives to develop content analysis techniques and continuing work on reliability measurement, Klaus Krippendorff's current interest is fourfold: With epistemology in mind, he inquires into how language brings forth reality. As a critical scholar, he explores the conditions of entrapment and liberation. As a second-order cybernetician, he plays with recursive constructions of self and others in conversations; and as designer, he attempts to move the meaning and human use of technological artifacts into the center of design considerations, causing a redesign of design all of them exciting projects. Mary Angela Bock is a PhD Candidate at the University of Pennsylvania's Annenberg School for Communication studying with Dr. Krippendorff. She is a former television journalist whose career stretched from the Iowa presidential caucuses to the Lewinsky hearings to the events of September 11. She studies the impact of convergent technologies on photojournalism and television news within the constructivist paradigm. She has contributed to the Visual Communication Quarterly and has twice received honors for papers presented at conferences for the International Communication Association.